City of Santa Clara
Code of Ethics & Values

At the heart of the Vote Ethics program is the City's Code of Ethics & Values. Developed by the community, the Code identifies eight values that demonstrate the highest level of public service and that are fundamental to public trust. The Code guides actions and decisions every day in City Hall.

Ethical
Professional
Service-Oriented
Fiscally Responsible
Organized
Communicative
Collaborative
Progressive

THE CITY OF SANTA CLARA CALIFORNIA
The Mission City
INCORPORATED 1852

For information
on ethical campaigning
www.VoteEthics.org

For information on campaign
donors and expenditures
www.SantaClaraCampaignDollars.org

There's a better way than drawing straws to select which candidates to vote for on Nov. 4

The City of Santa Clara's Vote Ethics program asks voters to select candidates who run campaigns that are honest, fair and respectful.

Trust and confidence in government begins with trust and confidence in City leadership. Campaign conduct can provide insight into the ethics and values of candidates, and give voters an indication of how candidates might conduct themselves if elected to office

Your vote counts!!

Take the time to study the qualifications and issue positions of candidates – and to watch closely how they run their campaigns – before you go to the ballot box.

Good government begins with you!

The Final Word Candidates Forum

Monday, Nov. 3, 2008
7-9:30 p.m.

An opportunity for Santa Clara candidates to "set the record straight" the night before Election Day

Come to the Council Chambers
1500 Warburton Ave., Santa Clara
or watch the broadcast live on
Cable Channel 15

Evaluate candidate ethics with this checklist

The candidates who foster public trust are those who:

- ☐ Tell the truth about themselves
- ☐ Focus on issues relevant for Santa Clara
- ☐ Tell truths about opponents that are important for voters to know
- ☐ Point out differences between themselves and opponents that are relevant to the political office
- ☐ Treat opponents with dignity and respect
- ☐ Fight fairly and avoid demeaning or irrelevant personal attacks
- ☐ Never try to confuse or mislead voters
- ☐ Clearly identify who is behind any committee that is candidate controlled
- ☐ Take responsibility for any mistakes they make or mistakes made by volunteers or consultants
- ☐ Publicly and forcefully criticize unfair, dishonest or disrespectful attacks on other candidates from any source
- ☐ Keep their promise to conduct an issue-oriented, honest, fair and respectful campaign

VOTE ✓ ETHICS

Vote for your City candidates on Nov. 4, 2008